

Dear PJW Board Members,

This letter is to inform you of my intent to run for VP of the PJW Hockey Association. I may be new to the association, but I am not new to hockey or youth hockey. My son Asher is a goalie on the 12U PW team, and we are a hockey family through and through.

As some of you may or may not know, we relocated to Portland from Minnesota in Sept. For the last five years, my son has been playing hockey in the hotbed of the sport. With just over 1200 Boys and Girls from Mini Mite on up to Bantam, the Osseo - Maple Grove Hockey Association is the second biggest in the state and where we lived and played. Second only to the infamous Edina Hockey Association. As you can imagine, there is a lot that goes on, running that many teams with that many players, but the biggest thing is that it takes a committed group of individuals to create a smooth process and experience for both families and players. I assisted on a few different committees in the OMGHA association and I believe that I have the knowledge and experience coming from a hockey culture of Minnesota, to help assist in making the PJW association the best it can be.

My personal hockey experience can be a great asset as well. Working in the WHL for almost ten years for the Winterhawks and the Everett Silvertips, I believe my sales and marketing skills can be helpful to aid in a number of areas within the association.

Like Paul mentioned in a previous letter, the NHL coming to Seattle is going to have a spillover effect to the Portland Area. Kids here love the Seahawks and when the Seattle Pilots (that's my pick for names) start up and kids from Oregon go up for games with their families or see the games on TV and the jerseys start showing up all over the metro area, they are going to ask how do I get out on that ice like my favorite player. After the Golden Knights entered the NHL, Las Vegas saw an increase in youth signups by 15% which was significant due to the national number being closer to 2%. More so now than ever before, being ready for that trickle-down effect is a priority that needs to be at the top.

Lastly the other issue which is first and foremost for everyone, has to be the cost. Playing on the PW team this season, our out of pocket costs will be close to \$6000-\$7000. That is too high and we need to figure out how to make it more affordable for families even as we are somewhat on an island when it comes to PNW hockey.

I look forward to the opportunity to help with the growing success of this association and being a part of the future of the Portland Jr Winterhawks.

Sincerely,

Devon Wold